



Missionary Radio

WVKJ - 89.3 FM / WVKL - 91.7 FM

Translators: 101.7FM Providence, KY 98.9FM Dickson, TN 92.1FM Murray, KY

SPRING 2021 NEWSLETTER



Beware of the Ides of March! Was a truer warning ever given? Not because the date was certainly unlucky for Julius Caesar; but because of what befell the world in March 2020 – Covid-19. We're a year down the road perhaps having experienced economic loss or, more devastatingly, the loss of a friend or loved one as a result of the pandemic. The last 365 days have been

tough!

Notwithstanding the havoc the pandemic has wreaked, **Missionary Radio** continued to broadcast The Good News of Jesus Christ for one reason and one reason only: You Gave! I wanted to find a biblical comparison for your unselfish giving during the last year and I think I have. In writing to the churches in Corinth, Paul tells them of God's work within the churches of Macedonia. He wrote "... for during an ordeal of severe distress, their abundant joy and their deep poverty [together] overflowed in the wealth of their lavish generosity. For I testify that according to their ability, and beyond their ability, they gave voluntarily..." (2 Corinthians 8: 2-3 AMP). In other words, they – and you – gave sacrificially! Being entirely listener funded, we are grateful you did!

Having been on the air since August 3, 1981, **Missionary Radio** has witnessed its share of regional, national and worldwide catastrophes. Even so, God continues to present opportunities to **Missionary Radio**. Allow me to mention a few:

- I have already mentioned how your sacrificial giving got us through last year
- The opportunity for our relationship with TWR to continue growing the worldwide footprint of broadcasting the life changing message of Jesus Christ
- The opportunity to significantly increase the signal strength from and enhance the signal quality of WVKL (Madisonville, KY)
- The opportunity to increase the broadcast area of **Missionary Radio** through an additional translator site

We can't bring these opportunities to fruition without you. Being 100% listener-funded, means we don't sell advertising; we don't have corporate sponsors; and, we are not endowed. To accomplish what is before us, we rely solely upon the Holy Spirit to act within you to fund our sharing of The Good News. Without your financial support, there is no **Missionary Radio**. Our airwaves would be silent!

To formally ask for your financial support, we suspend normal programming only twice a year – once for a couple of days in October and, again, for a couple of days in April. Only 4 days to raise the money necessary to operate **Missionary Radio** for the remaining 365! That's it! So on Tuesday, April 20, and Wednesday, April 21, **Missionary Radio** will conduct its spring fundraiser – its Friend-Raiser. The purpose of the Friend-Raiser is to raise the funds that remain necessary for **Missionary Radio** to meet its 2021 financial needs. The theme song for this year's Friend-Raiser is "Start Right Here" by Casting Crowns.

I am sure you have heard the old saying that "a journey of one thousand miles begins with a single step." Well, we are asking you to take that single step and "Start Right Here" on your journey with **Missionary Radio** by:

- praying for the Lord's guidance as to how He wants you to help **Missionary Radio**
- mailing your faith pledge to **Missionary Radio**, PO Box 1029, Hopkinsville, KY 42241
- giving online at www.WVKJ.org by credit/debit card
- becoming a member of the Firm Friend Club at www.WVKJ.org
- calling (877) 885-9655 during the Friend-Raiser with your gift

I ask that you be like the members of the churches in Macedonia that Paul mentions: experience "... abundant joy ... overflowed in the wealth of their lavish generosity." Become invested in what God is doing through **Missionary Radio**. Become a part of our family!

May God bless and guide you.

Maranatha!

George R. Fleming, Jr.,
President, Pennyrite Christian Community, Inc.



Spring Friend-raiser 2021 Start Right Here

We are in our 40th year of broadcasting for **Missionary Radio** and remain 100% listener-funded. We spend four days of the 365 days we broadcast to share our financial needs, for two days in the fall called Care-a-thon, and two days in the spring for our Friend-raiser. The purpose of our two day Friend-raiser is to call on additional giving friends to fund the rest of the year of broadcasting for **Missionary Radio**. Our "Start Right Here" Friend-raiser is set for Tuesday and Wednesday, April 20th and 21st from 6:00 a.m.-7:00 p.m. each day.

We are thankful that our friends from Trans World Radio (TWR) will join us to share the heart of our Lord, the redemption of all humankind in the entire world. Our friends Kelly Gilbert, Andy Napier and John Summerville will share the microphones with us inviting you to remain financial ministry partners with us, come back to the financial supporting family or to begin for the first time.

We have been told by radio professionals across the states that we are rare to remain 100% listener-funded. The truth is, we cannot without you. With you guided by the Holy Spirit as a committed friend to His calling, we can remain on course to move His mission forward through **Missionary Radio**.

Music Director Joe Barner comes up with a great theme for both of our fundraisers. This one is no exception. Joe and I together have chosen one of the current songs by Casting Crowns as our theme. It's called "Start Right Here." (See lyrics elsewhere in this newsletter.)

We are partnering together to broadcast the Good News of our Lord and Savior Jesus Christ 24/7, 365 through our broadcasts and music on **Missionary Radio**. We ask you to renew your faith pledge, give for the first time or come back home. Would you start right here right now? You can mail back the enclosed faith pledge card, go online at wvkj.org and fill out the digital faith pledge form, or call 877-885-9655 during our business hours Monday-Friday between 8:00 a.m.-4:00 p.m.